

---

**From:** Australia All About Brides [mailto:[all.about.brides@bigpond.com](mailto:all.about.brides@bigpond.com)]  
**Sent:** Wednesday, 8 October 2008 2:54 PM  
**To:** Ideal Bride  
**Subject:** Magazine letter 8-10-08

## *Australia All About Brides*

*Shop 10 Gallery Level Brisbane Arcade  
160 Queen Street Mall Brisbane Qld 4000*

*Ph: (07) 3221 2555 Fax: (07) 3229 6144*

*A.B.N. 45 432 301 649*

*E-MAIL: [all.about.brides@bigpond.com](mailto:all.about.brides@bigpond.com)*

8<sup>th</sup> October, 2008

Ideal Bride Magazine  
Att: Mr Mick Bentham

Dear Mick,

We wanted to share some of the wonderful moments we have experienced with the release of the latest Ideal Bride magazine.

Within two hours of the release into the newsagents, we had brides walking into our store with the magazine in hand wanting to view dresses we had advertised. On talking with one girl, she told us that she had also booked a photographer, makeup artist and hairdresser from the magazine. We have had a constant flow of girls with the magazine in their hands or torn out pages pasted into their "Bride Bibles". We get a lot of feedback through the web site and queries over the phone who have seen us advertised in Ideal Bride. Most days we receive calls and emails with queries from our magazine features, especially when our "real life" bride featured

The magazine ties into the Expo and creates a great continuity for the girls to source their entire wedding needs from one magazine.

We love the positive feedback that we receive through advertising with you in Ideal Bride and knew you would like to share in this 'feel good' feedback also.

Kindest regards,

*Madonna Simmons & Jo-Anne Moore*

*Proprietors*

*Australia All About Brides*